



May 24, 1995

J. L. MERUSI
Chain Accounts Manager
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TO: Boston R.O.U. Hartford R.O.U.
New York Metro R.O.U. Buffalo R.O.U.
Philadelphia R.O.U. Pittsburgh R.O.U.
So. Florida R.O.U.

For: Dissemination to all Sales Reps with Cumberland Farms Stores
CID # 0107 XX XX

Re: Package Display Plan-O-Gram

Ladies and Gentlemen:

Recently there have been some changes to the package display plan-o-gram in some Cumberland Farms stores.

Attached you will find the plan-o-grams that Cumberland Farms and R. J. Reynolds agreed to under our Contract Extension Program.

Mr. Al McKay, Director of Marketing for Cumberland Farms, has advised me that all stores will be notified that these plan-o-grams, relative to RJR display position, remain in effect throughout the chain.

In the event you encounter any problems with stores conforming to the attached plan-o-gram, please follow existing procedures for reporting/correcting compliance concerns with Cumberland Farms' Regional Managers and RJR contact for the Cumberland Farms General Manager in your area.

Your cooperation in working with this chain is appreciated.

Sincerely,

J. L. Merusi

JLM/nsk

DM	T&D	REP
1224		
1225		
1226	✓	05,12,13,15,16
1229		
1230	✓	06,07,10,11,13,15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

Attachment

cc: Al McKay (Cumberland Farms) Audrey Evancheck - 1240
 R. F. Kane Gary Hennessy - 1540
 Mitch McGovern - 1140 Jordan Reese - 2346
 Steve Manos - 1140

51853 3153

05/24/95

16:26

R. J. REYNOLDS

003

51853 3154

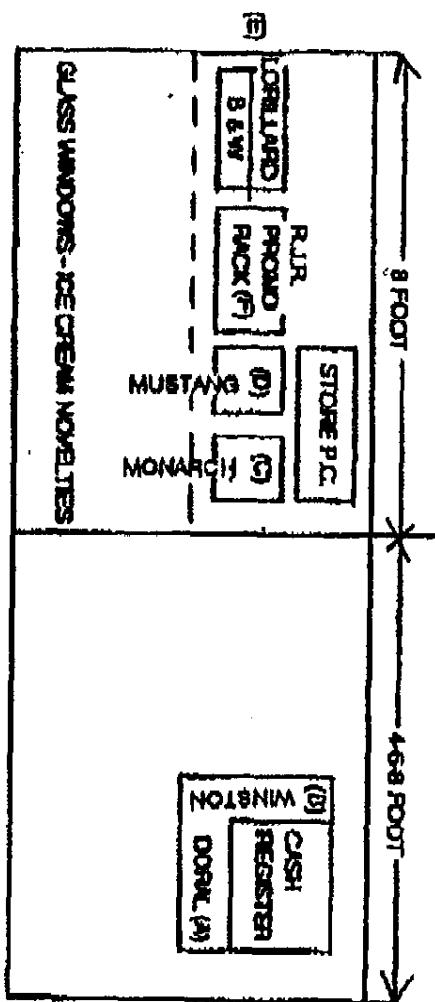
CUMBERLAND FARMS INC.

DISPLAY PLAN-O-GRAM

EFFECTIVE 12/1/94 - 8/31/97

OPTION - 2A

STORES WITHOUT R.J.R PROMOTION RACK AND MONARCH
CARTON RACK MUST USE (H) FOR CONTRACT AGREEMENT



(H) - R.J.R. COUNTER PROMOTION RACK

05/25/95
05/24/95

13:12
16:25

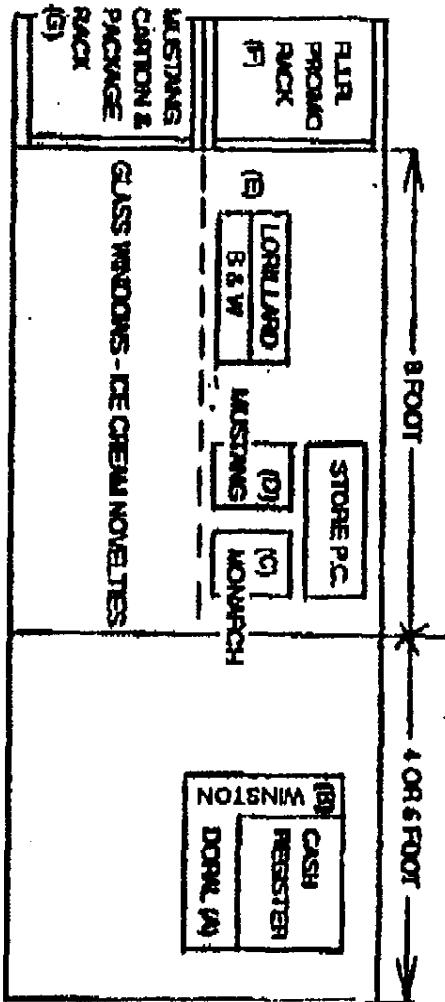
RJRTC O BOSTON REGION/CHAIN DIV
R. J. REYNOLDS

003-004
002

CUMBERLAND FARMS INC.
DISPLAY PLAN-O-GRAM
EFFECTIVE 12/1/94 - 8/31/97

OPTION - 2

COMBINATION RUSSIAN/CHECKOUT (SHORT)



RUSSIAN

- (A) - DORL PACKAGE RACK
- (B) - WESTON PACKAGE RACK
- (C) - MONARCH PACKAGE RACK
- (D) - MUSTANG PACKAGE RACK
- (E) - LORILLARD AS & W PACKAGE RACK (TOP LORILLARD BOTTOM B&W)
- (F) - AIR PROMOTION FLOOR RACK
- (G) - MUSTANG CARTON/PROMO CASE FLOOR RACK
- (H) - AIR PROMOTIONAL COUNTER RACK (SEE OPTION 2A)

51853 3155

05/24/95

16:25

R. J. REYNOLDS

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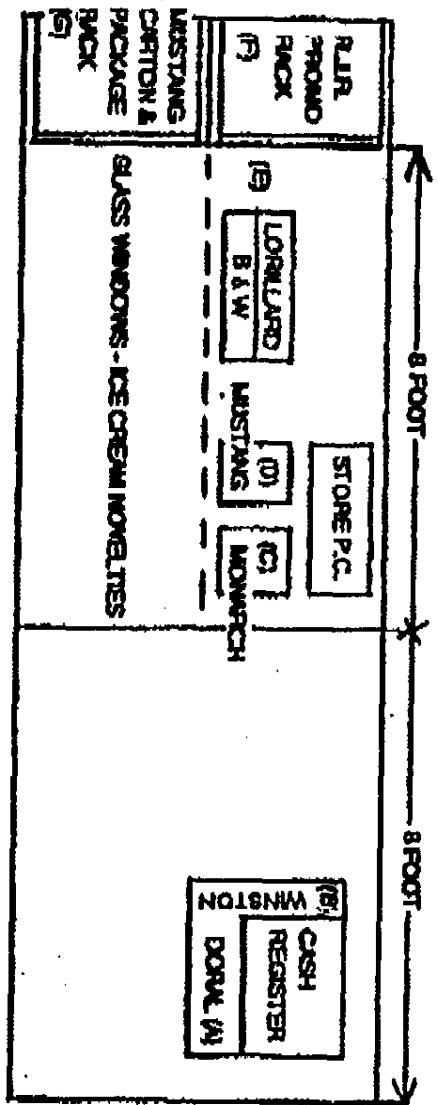
CUMBERLAND FARMS INC.

DISPLAY PLAN-O-GRAM

EFFECTIVE 12/1/94 - 8/31/97

OPTION - 1

COMBINATION MUSTANG/CHECKOUT (FULL SIZE)



COMBINATION DISPLAYS

- (A) - DORAL PACKAGE RACK
- (B) - MUSTANG PACKAGE RACK
- (C) - MONARCH PACKAGE RACK
- (D) - MUSTANG PACKAGE RACK
- (E) - LORALARD B & W PACKAGE RACK (TOP LOADING BOTTOM SWING)

- (F) - RJ.R. PROMOTION FLOOR RACK
- (G) - MUSTANG CARTON PACKAGE FLOOR RACK
- (H) - RJ.R. PROMOTION COUNTER RACK (SEE OPTION 2A)